# Region 11 Works Council: Action Plan Worksheet

**Strategic Objective #1:**

**1. Promote <u>employability skills</u> at all levels of education throughout Region 11. So students can succeed in any career and workplace with a strong worth ethic.**

**Metrics:**

1. Number of schools implementing Work Ethic certification
2. Number of students who earn a Work Ethic Certificate
3. Number of post-secondary businesses/institutions who hire/admit graduates with a Work Ethic Certificate

**Action Items:**

1. Increase awareness of the value of Work Ethic certification to students, parents, educators, and business/organizational leaders
2. Develop a set of criteria for the Work Ethic Certificate that can be supported by the educational and business community
3. Implement the Pilot of the Work Ethic certification at Perry Central High School
4. Expand the Work Ethic certification program to include 5th and 8th grade levels

*Related Note from Jodi French, Perry Central School Corp., 12.5.2014:* Offering the Perry Central Work Ethic Certification during the junior year (the same rubric that we have attached here). Our goal would ultimately be that students could earn this certification during their junior year and then would have time to get experience practicing their skills through internships and other opportunities we offer at Perry Central. We may take the College and Career Ready piece out of the certification for this (as we are already teaching and pushing for this in our schools) and then encourage seniors to apply for the National Workplace Certification their senior year as well (which would be the test that Sara spoke about.) If we offer this to juniors they can then use the certification when applying for colleges, scholarships and internships (which we push heavily their senior year) and would probably be the carrot that would drive these skills home.

**Strategic Objective #2:**

**2. Develop and sustain effective <u>marketing</u> campaigns to promote the value of CTE and specific opportunities in Region 11.**

**Metrics:**

1. Budget data for commercial vignettes, re: television in Region/viewing public market
2. Number of times educators are in business and industry sites, including number of educators who visit business/industry sites throughout the Region
3. Number of times business/industry reps are in the schools, including number of reps who visit the schools throughout the Region
4. Number of parents and students who attend the Tour of Opportunity events

**Action Items:**

1. Apply for grants that will help develop media to reach public
2. Identify a centralized reporting process for schools/businesses to track educators' visits and reps' visits
3. Utilize Tour of Opportunity occasions in order to raise awareness about local opportunities for the Region's adult and student populations.
4. Develop effective marketing campaigns in all markets targeted toward parents and students by exploiting local media and alternative marketing channels such as direct campaigns that utilize Junior Achievement, JAG, ICE, etc. to the student population and civic groups and other local organizations to address the adult labor shed.

**Strategic Objective #3**:

3. **Grow enrollment, retention, and placement in career pathways—particularly <u>career-ready certification</u>—to match employer demand in Region 11 business sectors.**

**Metrics:**

1. Number of CTE concentrators
2. Number of CTE participants
3. % of students with work-based learning experience
4. % of students enrolled in a pathway
5. % of students placed in post-secondary pathway
6. Number of HW/HD pathways available throughout Region 11

**Action Items:**

1. Identify pathways related to primary industry sectors by working with educational and business partners to provide students, parents, and counselors with distinct focused paths per sector, tying educational opportunities with career opportunities. Engage DOE/Ivy Tech/VU staff for analysis of data.
2. Develop and deploy a multifaceted, on-going awareness plan (SO-2) to educate/inform all stakeholders about current career pathways, their importance, and their functionality.
3. Increase work-based learning opportunities for high school students: job shadowing, focused field trips, internships, etc.
4. Identify gaps in pathways and engage school leadership to develop a plan to fill those gaps.
5. Identify and implement a means of collecting and reporting data for each of the metrics listed for SO3.

**Strategic Objective #4:**

4. **Promote, create, and sustain <u>work-based learning</u> opportunities.**

**Metrics:**

1. Number of programs
2. Number of CTE participants

3. % of students with work-based learning experience

**Action Items:**

1. Identify regional best practices; programs exist now
2. Identify best practice on promotion
3. Centralize internships in every county of the region

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| Strategic Objective | Metrics | Action Items |
|---|---|---|
| 1. Promote <u>employability skills</u> at all levels of education throughout Region 11. So students can succeed in any career and workplace with a strong worth ethic. | 1. Number of schools implementing Work Ethic Certification<br><br>2. Number of students who earn a Work Ethic Certificate<br><br>3. Number of post-secondary businesses/institutions who hire/admit graduates with a Work Ethic Certificate | 1. Increase awareness of the value of Work Ethic certification to students, parents, educators, and business/organizational leaders<br><br>2. Develop a set of criteria for the Work Ethic Certificate that can be supported by the educational and business community<br><br>3. Implement the Pilot of the Work Ethic certification at Perry Central High School<br><br>4. Expand the Work Ethic certification program to include 5<sup>th</sup> and 8<sup>th</sup> grade levels |
| 2. Develop and sustain effective <u>marketing</u> campaigns to promote the value of CTE and specific opportunities in Region 11. | 1. Budget data for commercial vignettes, re: television in Region/viewing public market<br><br>2. Number of times educators are in business and industry sites, including number of educators who visit business/industry sites throughout the Region<br><br>3. Number of times business/industry reps are in the schools, including number of reps who visit the schools throughout the Region | 1. Apply for grants that will help develop media to reach public<br><br>2. Identify a centralized reporting process for schools/businesses to track educators' visits and reps' visits<br><br>3. Utilize Tour of Opportunity occasions in order to raise awareness about local opportunities for both the adult and student populations. |

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|---|---|---|
| | 4. Number of parents and students who attend the Tour of Opportunity events | 4. Develop effective marketing campaigns in all markets targeted toward parents and students by exploiting local media and alternative marketing channels such as direct campaigns that utilize Junior Achievement, JAG, ICE, etc. to the student population and civic groups and other local organizations to address the adult labor shed. |
| 3. Grow enrollment, retention, and placement in career pathways—particularly career-ready certification—to match employer demand in Region 11 business sectors. | 1. Number of CTE<br>2. concentrators<br>3. Number of CTE<br>4. participants<br>5. % of students with work-based learning experience<br>% of students enrolled in a pathway<br>% of students placed in post-secondary pathway<br>6. Number of HW/HD (what is HW/HD?) pathways available throughout Region 11 | 1. Identify pathways related to primary industry sectors by working with educational and business partners to provide students, parents, and counselors with distinct focused paths per sector, tying educational opportunities with career opportunities. Engage DOE/Ivy Tech/VU staff for analysis of data.<br><br>2. Develop and deploy a multifaceted, on-going awareness plan (SO-2) to educate/inform all stakeholders about current career pathways, their importance, and their functionality.<br><br>3. Increase work-based learning opportunities for high school students: job shadowing, focused field trips, internships, etc.<br><br>4. Identify gaps in pathways and engage school leadership to develop a plan to fill those gaps.<br><br>5. Identify and implement a means of collecting and reporting data for each of the metrics listed for SO3. |
| 4. Promote, create, and sustain work-based learning opportunities. | 1. Number of CTE programs<br><br>2. Number of CTE participants<br>3. % of students with work-based learning experience | 1. Identify regional best practices; programs exist now<br><br>2.<br><br>Identify best practice on promotion<br>3. Centralize internships in every county of the region |